



# CITYSTYLE

ATLANTIC INSIGHT NOVEMBER 1983

## Who's winning Halifax's development war?

Page CS10





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# GADABOUT

## ART GALLERIES

**Mount Saint Vincent University Art Gallery.** To Nov. 13, downstairs: *Maxwell Bates: Landscapes 1948-1978*. This exhibition introduces the work of an early western Canadian modernist. Organized by the Medicine Hat Museum. Upstairs: *Nova Scotia Crafts VI*: Joleen Gordon, basketry. Display accompanied by film. Nov. 18-Dec. 10, downstairs: *Associations From Away*. Display of works by various artists whose formative periods were spent on the east coast. Curated by Bruce Ferguson. Upstairs: *Nova Scotia Crafts VII*: Rejene Stowe and Andrew Terris, glass. Bedford Highway, 443-4450. Hours: Mon.-Fri., 9 a.m.-5 p.m.; Tues. till 9 p.m.; Sat. & Sun., 12-5 p.m.

**Dalhousie Art Gallery.** Nov. 4-Dec. 11: From the Sobey Art Foundation, works by three founders of the Group of Seven: Lawren Harris, Frederick Varley and Franklin Carmichael. Through November: The gallery features black and white photo works by Halifax artist Alvin Comiter. Also, *Four Objective Artmakers*, works by four younger Canadian sculptors. Guest-curated by Halifax sculptor John Greer. Dalhousie Campus, 424-2403. Hours: Tues., 11 a.m.-5 p.m. & 7-10 p.m. Wed.-Fri., 11 a.m.-5 p.m.; Sat.-Sun., 1-5 p.m.

**Art Gallery of Nova Scotia.** Nov. 10-Jan. 2: Display of recent acquisitions in the gallery's permanent collection, including works by Sheila Cotton, Ruth Wainwright, Arthur Lismer, Jack Humphrey, James Spencer and James Morrice. In the Mezzanine Gallery, one of a series of exhibitions featuring private N.S. collections. 6152 Coburg Road, 424-7542. Hours: Mon., Tues., Wed., Fri., Sat., 10 a.m.-5:30 p.m.; Thurs., 10 a.m.-9 p.m.; Sun. 12-5:30 p.m.

**Saint Mary's University Art Gallery.** To Nov. 8: paintings by Ontario artist William Blair Bruce. Nov. 16-Dec. 15: A retrospective of realist painter Michael Coyne, art professor at Acadia

University. Also, *Lunch With Art*; gallery holds performances at 12:30 p.m. Nov. 4: Sherry Lee Hunter, mime; Nov. 18: Leonard Hild, tenor; Nov. 25: Angela Holt, dancer. SMU campus, 429-9780. Hours: Tues., Wed., Thurs., 1-7 p.m.; Fri., 1-5 p.m.; Sat. & Sun., 2-4 p.m.

**Anna Leonowens Gallery** (N.S. College of Art and Design). To Nov. 5: Gallery 1. From Dr. Louis Collins' collection, *Champions and Triumphs*: Glimpses from a Haligonian Boyhood; Gallery 2. Gerry Amey, photographs; Gallery 3. Janet Brooks, textiles. Nov. 8-12: Gallery 1. Collins' collection; Gallery 2 & 3. Graduate students' exhibit. Nov. 15-19: Gallery 1. University of Regina exchange exhibit; Gallery 2. Women's Affairs display; Gallery 3. Judy Haines, photographs. Nov. 22-26: Gallery 1. Regina University exhibit; Gallery 2. Student Union

group exhibit; Gallery 3. Katrina Chaytor and Jim Smith, ceramics. Nov. 29-Dec. 3: Gallery 1. Lawrence Weiner, poster archives; Gallery 2. Intermedia exhibit; Gallery 3. Elizabeth Devine, paintings. 1889 Granville Street, 422-7381. Hours: Tues.-Sat., 11 a.m.-5 p.m.; Thurs., 5-9 p.m.; Sun., 11 a.m.-3 p.m.

## MOVIES

**Rebecca Cohn Auditorium.** Nov. 7: Travelogue film and lecture: *The French West Indies*; Nov. 20: *Das Boot*, acclaimed West German film based on best-selling Lothar Buchheim novel about the experiences of a war correspondent aboard a German U-boat during the Second World War. English subtitles; Nov. 27: *Lolita*, Stanley Kubrick directed this 1962 film based on Nabokov's classic novel

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**CITYSTYLE**





# GADABOUT

of forbidden obsession. Outstanding performance by Peter Sellers with Shelley Winters and James Mason. B&W. Nov. 28: Travelogue: *The New Norway*. Screenings at 8 p.m. Dalhousie Arts Centre, Dalhousie campus. For information call 424-2298.

**Dalhousie Art Gallery.** Nov. 1: *Protest and Communication*, the sixth in the highly acclaimed BBC-TV series

*Civilization* by the late critic and art historian, Sir Kenneth Clark. The theme of protest and communication leads Sir Kenneth to the Reformation, the Germany of Albrecht Durer and Martin Luther, to Erasmus, the France of Montaigne, and to the Elizabethan England of Shakespeare. Nov. 8, 15, 22: A three-part film series which introduces the major sculptors of the century and looks closely at their works. Nov. 8: *The Pioneers*, Rodin, Degas, Matisse and others. Nov. 15: *Beyond Cubism*, Tatlin, Gabo Pevsner and others. Nov. 22: *The New World*, Roszak, Chamberlain, Noguchi and others. Nov. 29: Two half-hour films on photographers. *This is Edward Steichen* and *Alfred Stieglitz, Photographer*.

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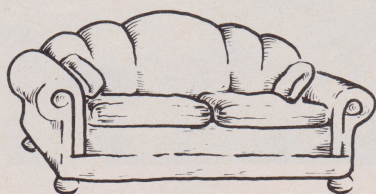
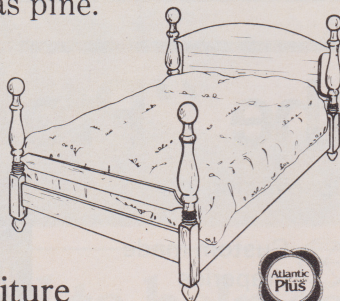
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## THEATRE

**Neptune Theatre.** Through November to Dec. 4: The 1957 hit Broadway musical *West Side Story*. Music by Leonard Bernstein. Also: Shakespeare's immortal love story, *Romeo and Juliet*. Showtimes: Tues.-Fri., 8 p.m.; Sat., 5 p.m. & 9 p.m.; Sun., 2 p.m. For information, call 429-7070.

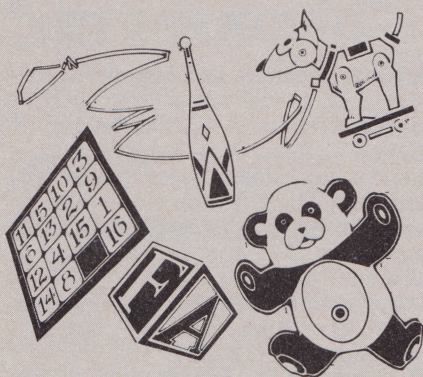


**Kipawo Showboat Co.** Through November, weekends at 8:30 p.m.: The comedy *Relatively Speaking* by Allan Ayckbourn and the musical *Joey Wants to Sing* by Jack Sheriff and Rick Penner. Located in the Bean Sprout Bldg. at 1588 Barrington St. For information, call 429-9090.

**Dalhousie Arts Centre.** Nov. 2-5: The Mulgrave Road Co-op Theatre Co. presents *Holy Ghosts* in the Sir James Dunn Theatre. Nov. 30-Dec. 4: *A Midsummer Night's Dream*, performed by Dalhousie Theatre Productions. Shows at 8 p.m., Sir James Dunn Theatre. For information, call 424-2298.

**CITYSTYLE**





## MUSEUMS

**Nova Scotia Museum** — Nov. 12-Jan. 3: a Christmas exhibition. Items such as antique skates and toys from the museum's collection are displayed with blow-ups of old Christmas cards. Also running: *Atlantic Glass Artisans '83*, a display of prize-winning stained glass pieces by Nova Scotian artists.

**Dartmouth Heritage Museum** — In the gallery, Nov. 14-Dec. 5: Oil paintings by Nova Scotia artist Trudy Callbeck.

## IN CONCERT

**Dalhousie Arts Centre.** Appearing in the Rebecca Cohn Auditorium: Nov. 2, the BBC Welsh Symphony Orchestra; Nov. 25 and 26, Acadian folksinger Edith Butler. All performances at 8 p.m. In the Sir James Dunn Theatre: Nov. 13, 3 p.m., Josef Petric and the Free Bass Accordion. For information call 424-2298.

**Saint Mary's University Art Gallery.** Nov. 20: The gallery is holding a series of live chamber music performances at 8 p.m. For details call 423-7727.

## CLUB DATES

**Pasta House Trattoria:** 5680 Spring Garden Road. To Nov. 6: *Brian Murphy Trio*, a Halifax jazz favorite; Nov. 7-12: hit saxophonist Kirk MacDonald joins Murphy Trio; Nov. 14-19: *Yuk Yuk's Comedy Kabaret*; Nov. 21-26: *Joel Zemel Trio*, solid jazz guitar; Nov. 28-Dec. 3: *Bill Stevenson Trio*, the star of CBC radio's *Ocean Limited* performs jazz. All dates subject to change. For information call Jazzline, 425-3331. Entertainment from 9 p.m.-1 a.m.

**Teddy's:** Piano bar at Delta Barrington Hotel. To Nov. 19: John Owen; Nov. 21-Dec. 31: Jayline Kayle. Open Mon.-Sat., noon to 1:30 a.m. Happy hour 4:30 p.m. daily.  
**The Village Gate:** 534 Windmill Road, Dartmouth. Mostly rock bands.

**CITYSTYLE**

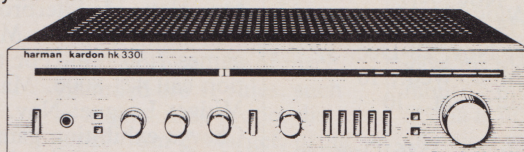
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## GADABOUT

**The Ice House Lounge:** 300 Prince Albert Road, Dartmouth. Top-40 bands. Nov. 7-16: *Tense*; Nov. 21-26: *Rox*. Hours: Mon.-Fri. 11:30-2 a.m.; Sat., 5 p.m.-2 a.m.

## SPORTS

**Hockey** — American League. Nova Scotia Voyageurs play Baltimore, Nov. 2; New Haven, Nov. 4; Maine, Nov. 6; St. Catharines, Nov. 10; Binghamton, Nov. 13; Sherbrooke, Nov. 16; Moncton, Nov. 20. Metro Centre, all games 7:30 p.m. For ticket information call 421-8000. Maritime Triple A Midget League: Nov. 12 & 13, Forbes Chevys exhibition games; Nov. 19 & 20, Chevys vs Saint John. Dartmouth Sportsplex, 421-2600.

**Track & Field.** Nov. 11: Nova Scotia Cross-Country Championships. In Point Pleasant Park. Open to all ages. Beginning at 1 p.m. Call 425-5450 for more information.

**A Truck Pull,** Nov. 19: Tractor races and truck pulls. This national show swings east after a successful tour of the west. Time: 8 p.m.

## HANDCRAFTS

**Atlantic Spinners and Handweavers** hold their annual sale at Oakwood House, Crichton Ave., Dartmouth, Nov. 4-6. Items include sweaters, scarves, ties, stoles, bags, belts, towels and rugs. Short fashion show to be held Nov. 4. Sale hours: Nov. 4, 2-9 p.m.; Nov. 5, 9 a.m.-5 p.m.; Nov. 6, 11 a.m.-4 p.m.

**Dartmouth Handcrafters** sale at Dartmouth Sportsplex, Nov. 4-5. For information call 453-2424.

**Christmas at the Forum,** Nov. 17-20: Largest crafts and antiques market in eastern Canada. Halifax Forum. For information, call 425-5656.

**Nova Scotia Designer Craftsman: Annual Christmas market.** Nov. 24-27. Metro Centre, 421-8000.



To Nov. 5: *Riser*; Nov. 7-12: *Mainstreet*; Nov. 14-19: *Southside*; Nov. 21-26: *Tense*; Nov. 28-Dec. 3: *Melvins*. Hours: Mon.-Wed., 10 a.m.-11 p.m.; Thurs.-Sat., 10 a.m.-12:30 a.m.  
**The Network Lounge:** 1546 Dresden Row. To Nov. 5: *Gilt*; Nov. 7-12: *York Road*; Nov. 14: *Silk*; Nov. 21-26: *White Noise*. Hours: Mon.-Sat., until 2 a.m.

**Lord Nelson Beverage Room:** 5675 Spring Garden Road. Nov. 14-19: *McGinty*; Nov. 21-26: Terry Kelly; Nov. 28-Dec. 3: *Garrison Brothers*. Hours: Mon.-Wed., 11 a.m.-11 p.m.; Thurs.-Sat., 11 a.m.-12:30 a.m.

# NOVA SCOTIA'S NEWEST ROCK IS STARTING TO ROLL.

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# Spraying crime away

*Dartmouth police are sold on the controversial weapon mace as a crime-fighter. Others, including Halifax police, aren't so sure*

Armed with a butcher knife, the young Dartmouth man threatens anyone who dares come near. For half an hour, policemen keep him talking. Suddenly, he starts cutting his own arm, and then begins to run. A policeman grabs a weapon from his belt, takes aim, pulls the trigger. There is no gun blast, no flying bullet, no spilled blood. But the man drops the knife, falls to the ground and covers his face in agony. The police slap on a pair of handcuffs, wash his face and escort him to a waiting ambulance.

That incident, which took place in central Dartmouth last year, marked the first time city police had defused a potentially dangerous situation with an aerosol spray instead of a billy club or a gun. Now all 131 Dartmouth police officers carry canisters of mace, a type of tear gas that causes an intense burning sensation on exposed skin.

A few Canadian police forces began carrying mace in the mid-Seventies without much regard for legalities or safety. U.S. manufacturers had put mace on the market without testing it for possible harmful side-effects. In 1974, the Canadian government classified mace as a restricted weapon, banning its sale to the public but placing little control on how police get and use their supplies. Since then, the issue of chemical crime fighters has remained in a cloud of controversy and confusion.

The Halifax police force, Nova Scotia's largest, has

trained about 10 officers to use mace, but deputy chief Arthur Wyatt says the department doesn't expect to train more men or buy more canisters of the chemical. He says he's concerned about the high cost of equipping all 400 officers, and about safety. "We have to be careful we don't leave our officers, our department and our city open to liability," he says.

Dartmouth first considered mace as a standard issue weapon about five years ago, but dropped the idea, deputy police chief Keith Cole says. "At that time, mace had been used extensively by various police agencies in the U.S., but in Canada there was a negative attitude toward it. There was no concrete procedure to follow for using mace or what to do if a person was sprayed with it."

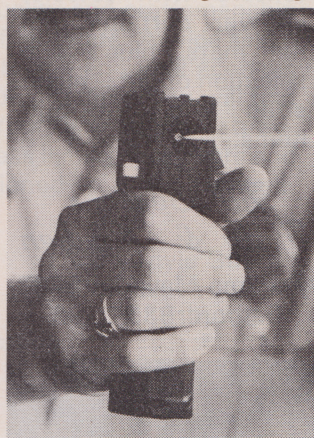
The Nova Scotia Police Commission initially adopted a hands-off policy toward the spray. "We discouraged the use of mace in the past... because we hadn't been convinced it could be used safely," says commission chairman Harry Porter. During the recent public inquiry into the Kentville, N.S., police department, Porter's fears surfaced. A town resident complained police had sprayed him in the face at point blank range a few years ago. He reported no serious side-effects, but the complaint showed what can happen when untrained people are allowed unrestricted use of mace.

But, as Dartmouth police discovered in 1980, relying on conventional weapons also carries risk. That summer, a man died two weeks after fighting two city officers, who later were charged with second-degree murder. A witness at the trial testified "blood was flying everywhere" during the brawl. One policeman was found guilty of manslaughter and received a three-year prison term; the other was acquitted.

Cole says that experience forced the department to take another look at mace. The next year, the Dartmouth force received \$20,000 from the city's police commission to do a mace study that involved a survey of police and

military agencies around the world. Ron Van Houten, a psychology professor at Mount Saint Vincent University in Halifax, sifted through the mass of technical and medical information collected. He decided that the weapon could be used effectively and with minimal risk provided police followed strict guidelines. "Basically, mace seems pretty safe," he says. "It causes pain without damage when used appropriately."

Aided by Dartmouth police officials, an RCMP weapons expert, a doctor and a university colleague, Van Houten wrote a 50-page training manual explaining the proper use of mace. Included are 11 rules, such as maintaining proper distance from the target, using



"Just another weapon"

only a single, short burst of spray, immediately handcuffing the mace victim and promptly decontaminating affected skin and eyes. The manual was followed up by eight hours of further instruction, discussion and target practice. Police learn to hold the spray canisters in their weaker hand so they can always reach a back-up weapon. Van Houten believes the most important lesson is knowing when to use the chemical. "For example, to quell a drunk, using mace is totally inappropriate. We teach police not to use the mace unless the person is dangerous and rushes you."

Van Houten worries that other police departments will issue mace without providing adequate instruction. "My view is anybody who uses these weapons should

know a lot about them. Imagine what would happen if people just handed out guns to policemen without giving any training or guidance."

At the request of police departments in such towns as Kentville, Wolfville and Stelarton, Dartmouth police instructors have given basic training in the correct use of mace to town constables. In North Sydney, the police chief ordered the return of all mace canisters previously issued to town officers until a formal training session could be arranged with the Dartmouth force.

Although provincial Attorney-General Harry How gave his blessing to Dartmouth's mace program, Nova Scotia is just considering chemical weapon regulations.

Dartmouth's deputy chief Cole says better control of mace is necessary. "It's now just another weapon used by police if the situation arises. We need to have direction. The attorney-general has to establish certain procedures, and the responsibility for continuing the research and training should come from the province." Several agencies — the RCMP, the Quebec police commission, the National Research Council, the federal Health Department — are using Dartmouth's initial research as a stepping-stone for further study.

Cole says Dartmouth citizens are benefiting by the decision to take mace into the streets. Violent crimes, especially assaults against police, and property damage cases have decreased since the chemical became standard issue: Defusing a rowdy situation before punches are thrown reduces injury and can minimize the number of charges laid. Cole says these savings by police, in medical and legal costs, are difficult to estimate but will prove considerable.

Police have to use discretion, he says, but just having the mace has "a tremendous psychological effect" on the force. "One constable went on patrol and forgot to take his mace. He came back to the station saying he felt naked without it."

—John Mason



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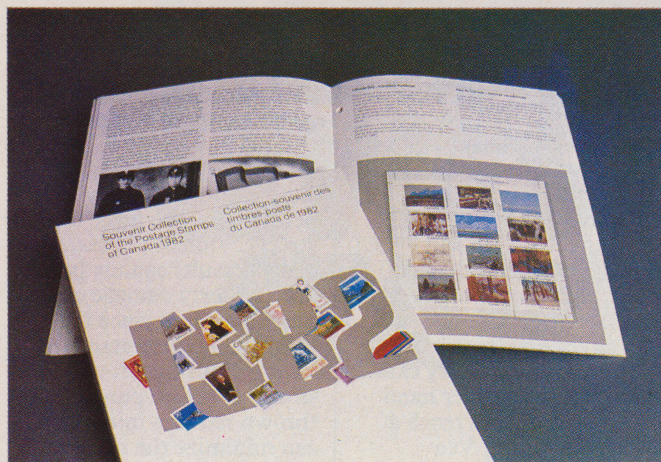
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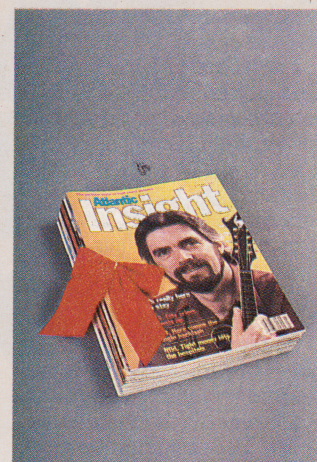


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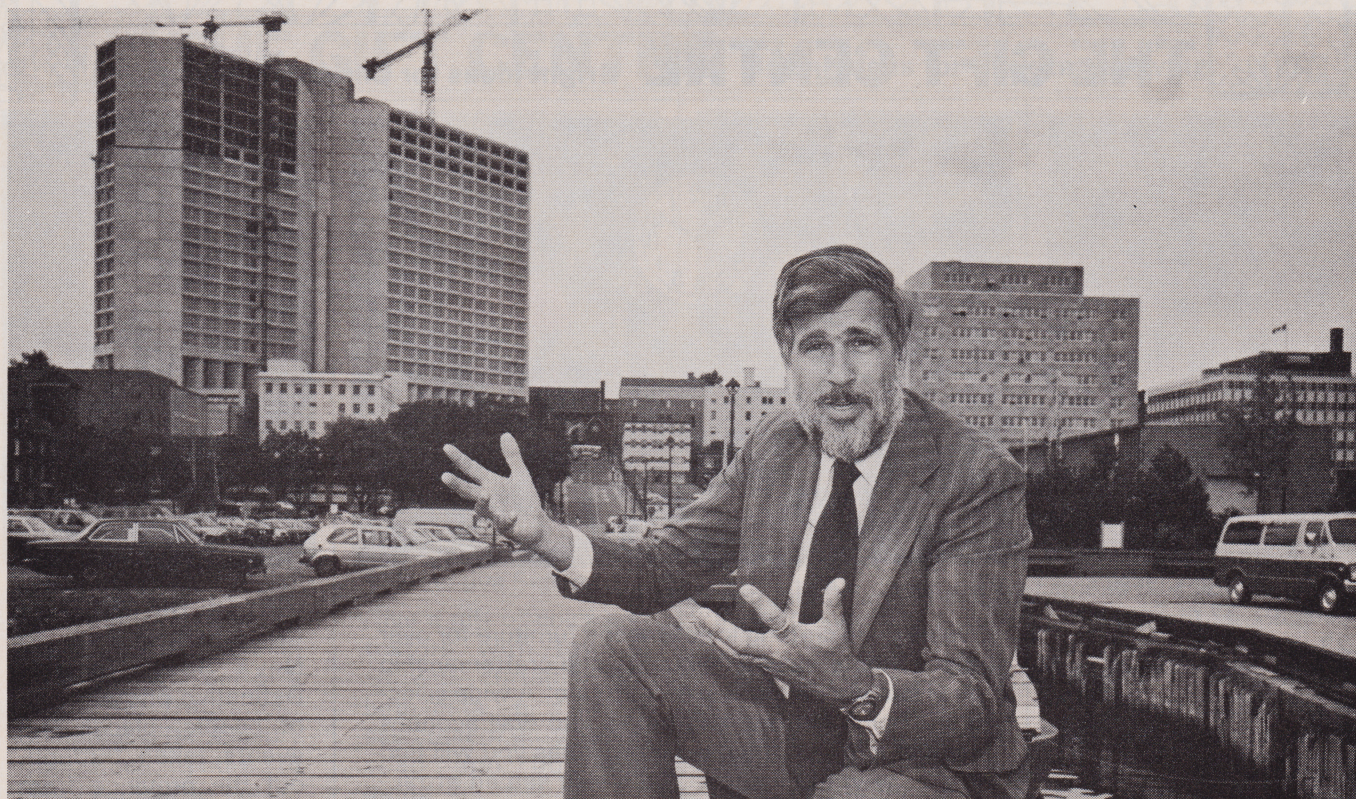
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## Who's winning the war over Halifax's future?

By Rachelle Henderson

*Don't it always seem to go  
That you don't know what  
you've got 'til it's gone  
They paved paradise  
And put up a parking lot...*

*Joni Mitchell  
"Big Yellow Taxi"*

**T**o some citizens, it seems paving paradise is getting easier to do in Halifax.

Heritage and historical groups keep hounding city hall to maintain a tight rein

on development: They believe they must stop this 234-year-old Victorian city from becoming just another anonymous, steel-and-glass metropolis. City council says the city desperately needs the tax revenues new development brings in. And the battles between the pros and the cons often merely delay the inevitable pouring of concrete — and cost thousands of dollars in legal fees.

"There are some pretty crass developments proposed for this city," city historian Lou Collins says. "We're going to have these great phallic structures erected all over unless we develop a little urban humanism, some urban policies that say man is the measure of his environment instead of overwhelming him with massive buildings."

In the late Sixties, groups such as the 600-member Heritage Trust and the Committee of Concern persuaded city council to back off from plans to raze several blocks of decrepit buildings on the waterfront and lay down an expressway to the Cogswell Street interchange. The result is today the city's jewel, Historic Properties.

Ruffman: "Council has . . . no sensitivity to public input"

Now, with Halifax on the verge of what Collins sees as another growth phase, some citizens are trying to get the present council to stop what they consider to be wanton development.

They say council isn't listening. "This council and the one before it believe their role to be one of simply bringing in tax dollars," says Alan Ruffman, a geophysicist and development watchdog. "They would be quite content to see downtown Halifax look like downtown Calgary."

Council insists, however, that it aims for "responsible" development. "We're not on anybody's side, but it is fair to say that council is pro-development," says Alderman Randy Dewell, a member of the city's Planning Advisory Committee (PAC). "It is absolutely essential that we increase the tax base in the city."

Council's guide, as broker between developers and the public, is the 1978 Municipal Development Plan (MDP). The plan (recently renamed MD Strategy), determines zoning bylaws and was devised over four years by city staff, developers and citizens'

groups. With the adoption of several detailed area plans, the MDP, at first glance, seems to ensure that the city will keep in mind something of Collins' "urban humanism." To many critics, though, the plan, as Collins puts it, "is showing leaks." Naturally, it depends on who's doing the interpreting. "I can understand the concern shown about large-scale development near historic sites like the Public Gardens or the Citadel," says Dewell, "but the MDP is open to interpretation. Obviously the developer interprets it to his own ends, and some citizens interpret it to suit theirs."

In 1979, for instance, the city approved a Canterbury Investments Ltd. contract development proposal for the \$11-million Market Place Plaza (North American Life Centre) on the corner of Brunswick and George streets. Though the new project broke the zoning bylaw, council judged that it did not interfere with 1974 view planes from Citadel Hill and was consistent with the MDP's Central Business District schedule which governed the area. Heritage Trust and several other



groups and individuals appealed the decision to what was then the Provincial Planning Appeal Board, arguing, among other things, that it was unsuitable for a site so close to the Citadel, and did not meet the intent of the MDP. They lost the appeal and in 1981 took the case to the N.S. Supreme Court, which also ruled against them. Part of the dispute over the MDP's intent stems from the fact that in 1974, when council set up the view planes for the zoning bylaws of the area, it also instructed staff to further limit building heights on the east side of Brunswick Street to roughly that of the school board administration building, which Market Place Plaza exceeded. Though city hall staff drafted planning criteria for Brunswick Street, council has never adopted them.

Ruffman says council never will. "They're not inclined to pass that detailed plan. It's a dead document as far as the world is concerned. Citizens have put in immense amounts of energy by attending public meetings to work out this plan only to see it bastardized by a council that doesn't give a damn about it and has no sensitivity to public input."

The city, however, points out that construction of the Metro Centre and the World Trade Centre has outdated the draft plan, which is being reviewed by staff. The absence of such a plan for Brunswick Street means the area is covered only by the CBD. Because of this, Ruffman fears there's nothing to block ATC Properties Ltd. from building a \$30-million high-rise office and condominium on the corner of Brunswick and Sackville streets. Again, groups such as Heritage Trust and Friends of the Citadel are arguing that the project's 13- and 20-storey towers, while not intruding on any view plane, will interfere with the panoramic view of the harbor from the Citadel. "The rules are still the same as when the North American Life building was being considered, and that means you can approve almost anything

you want," Ruffman says. "When you have a council which is so willing to change the rules — because there are zoning rules which say there's height limits — when you have a council like that then there really are no rules."

It is this apparent disregard for the rules that council's critics feel most undermines the MDP. Last year, amid much controversy, the city extended the Central Business District boundary to accommodate two proposals for the Waterfront Development Area (HWDA). Before this, Ruffman had successfully appealed to the N.S. Municipal Appeal Board (formerly the PPAB) two proposals from Clarence Investments Ltd. (on behalf of Manufacturers Life Assurance of Toronto) for twin 16-storey office towers on the grounds they weren't "primarily residential" as required in the HWDA. Council had deferred a simultaneous proposal from Marine Towers Ltd. for another 16-storey building near the Clarence Investments site.

When the city then neatly expanded the Central Business District to include the two proposal sites, the Downtown Sub-Committee (which had opposed the change along with the PAC, the Downtown Residents Association and city staff) resigned *en masse*. In a letter to council, the committee explained its decision: "In the case of what remains the most critical geographical sub-area — Downtown Halifax — the impetus of both the current, in particular, and the previous city council has been directly away from public involvement and back to the politically discredited process of acting on narrowly personal perceptions and prejudices, even to the point of ignoring, or not bothering to ask for, the advice of the city's professional planning staff." The letter then stressed the need for detailed plans for the CBD and waterfront, but added, "Those plans are not created to be ignored, nor are they to be drastically altered, particularly without

public involvement."

Alderman Gerald O'Malley, for one, is not the least bit apologetic that council might not be playing cricket with the MDP. In a city where revenue growth has been falling 5% to 7% short of the inflation rate for the past five years, he says, economics must take priority over esthetics. "In this day and age, if we build within the constraints of the present MDP, we have no way of knowing if we can generate enough revenue to support the city's needs. I'm interested in living in a beautiful city, sure, but I'm also interested in lowering taxes so my constituents can afford to put food on the table, can send their kids to university and also have adequate police and fire protection. These things have to be paid for."

But nobody can rake in extra revenue from projects that aren't being built. Doris Maley, a former alderman and deputy mayor, says council's haste to approve nearly all proposals only encourages land speculation. In fact, a 1982 staff report, advising council against expanding the CBD, seems to suggest as much. "It is highly probable that many more applications will be made for commercial developments... than are actually needed or will eventually get built. [Approving these projects] is liable to put the city at a serious disadvantage, in that it will no longer be in control of the orderly development of its downtown." (Council has since put timetables in its development contracts.)

About 1.8 million square feet of office space is now approved in Halifax, mostly downtown. According to the same staff report, demand for new office space will likely not exceed 200,000 square feet per year for the next 10 years, including whatever an oil "boom" would require. A glut of space also discourages renovation of buildings more suitable for Halifax. About 2.2 million square feet of office space could be created from existing buildings in the CBD.

"Council has a very nar-

row view of what real development is in terms of creating jobs," says Ruffman. "I don't think they understand that Historic Properties, Province House, the RCMP building and renovated Prince-Hollis Street buildings are equally as important in generating jobs — tourist jobs — as is the building, say, they want to put on the waterfront."

Those who oppose certain developments in Halifax are quick to explain they are not anti-development. They claim they only want to see the city grow without destroying itself. For example, United Equities Ltd.'s \$35-million high-rise condominium project at Spring Garden Road and Summer Street can be altered to suit the surroundings, says the Friends of the Public Gardens. The PAC is now studying United Equities' request to change the MDP to suit the project. It would mean destroying the 84-year-old Hart House and the Victorian streetscape along Summer Street. Unlike zoning bylaws, MDP amendments cannot be appealed.

Dewell concedes that changes to the plan are sometimes unfair to those who expected their neighborhoods to develop only along lines laid down in the MDP. "We have to set rules so developers will know what they can do with a piece of land and so people will know what can be done to their neighborhood. But when the rules are changed in the middle of the game, I have to disagree with it, sure. At the same time, the MDP is not something etched in stone. In all games, when the rules are changed, it's to make the game easier, better."

Better, in this game, for the steamrollers. **C**

## CORRECTION

In an article on Eileen Stubbs in the August *CityStyle*, Mayor Dan Brownlow was incorrectly described as having "barely a year's experience in municipal politics" before becoming mayor. We apologize to Mayor Brownlow, who served for 11 years as alderman.



# The political education of Stormin' Norman

*Since his early years on Dartmouth city council, Norman Crawford has acquired a calmer style — and a taste for the mayor's job*

Everything about Norman Crawford is big, from his booming Irish voice to the blue Cadillac he drives around town. A shade over six feet tall, with a barrel chest, meaty hands and a big grin, he looks and sounds more like an exuberant Irish cop than a professional politician. But his shadow at Dartmouth city hall is as imposing as his physical stature. After getting elected as alderman for a third term in October, 1982, he was appointed deputy mayor. Then, when Mayor Dan Brownlow was off sick last summer, Crawford filled in and served on such high-profile bodies as the bus commission and regional government and downtown development committees. Now, this 52-year-old Mountie-turned-flower-seller-turned-politician — the man they call Stormin' Norman — has his sights set on even bigger things.

Crawford, who earned his nickname because of his frequent outbursts during council meetings, says the added responsibilities of the past year have forced him to grow up in the job. "Being in the mayor's chair gives you a different insight. I try now to see both sides of an issue. It's like becoming a professional. I felt I was an amateur and a rookie when I was starting. I like to think I've become more polished in my actions."

Some say Stormin' Norman's present mellowness is a little forced. "He has certainly toned down," says businessman and former alderman Don Valardo. "Crawford's exposure to the deputy mayorship has had a maturing effect on him. He's still a boisterous fellow. We used to lock horns all the time during meetings. He'd just get up and start talking and I'd start arguing with him. He liked to make a lot of noise and get totally carried away with himself."

Crawford says his tirades, effective at the time, came from a sense of frustration with the system. "I can get a lot more things done now because of my experience at city hall than before, when I had that strident voice."

His previous career, he says, was a "tremendous background" for political life. "After 20 years, you develop a very inquiring mind and a thick skin." Born near Belfast, Northern Ireland, he came to Canada in 1952 expressly to join the RCMP. The first year, while waiting for the Mounties to accept him into the force, he worked as a laborer at a power station in Niagara Falls, Ont.

"I was lonely when I came, since all my family was in the U.K., and the RCMP became almost a family to me. I never regretted it. Canada has been extremely good to me. I'm 1,000% better off than if I'd stayed home."

He recalls being "a very successful investigator" with the force, helping convict murderers in crimes that occurred in Texas, Florida and New Brunswick. When he joined the Mounties, he became heavyweight boxing champion of the force's 1953 recruits. Later, he acted as bodyguard for such luminaries as the Queen Mother and former U.S. president Lyndon Johnson. For a time, he headed the regional narcotics section, first in Moncton, and then in Halifax.

When he visited Dartmouth for the first time in 1972, it was love at first sight. The location, the buildings, the people, even

the accents reminded him of small cities in Britain. He decided to pack in his guns, take out his RCMP sergeant's pension and settle down with a flower and gift shop on Portland Street. "After 20 years of living with crime — people shooting at you, investigating murders — people didn't think I'd turn around and sell flowers," he says, laughing.

After four years in business — during which time he married a nurse — he was eager to return to public service. Two years after he won his first alderman's seat, the then premier Gerald Regan offered him a cabinet post if he could unseat the incumbent Tory, former Dartmouth mayor Rollic Thornhill.

Crawford lost, and so did his party. The defeat left him unimpressed with provincial party politics. "You get the feeling that you're not master of your own destiny. I like to do things my own way. I never felt badly about losing that election. It got me better known."

The next year, he won his biggest majority ever in the 1979 municipal election. And, although he's been tempted since then to try provincial and federal politics, he vows he'll stick to the municipal scene. In fact, he's so devoted to the job, he sold his business in 1980 to give himself more time for council and constituency duties, and became Dartmouth's only full-time alderman.

More civic politicians should follow his example, he says. To make that happen, and attract better qualified candidates, he says, the alderman's basic annual salary of \$11,395 should increase substantially. "Dedication is great, but it doesn't put food on the table," he says. "People expect politicians to dress well, have a good house and drive a good car. You must look the part. I drive a Cadillac, but when I go to a meeting or do some city business, I still have to pay bridge tokens and gas. And that comes out of my \$12,000 salary."

Another expense from



Stormin' Norman Crawford

his pocket is his array of pinstriped suits, velvet-collared overcoats and dinner jackets — a wardrobe that prompts Valardo to observe: "It's strictly an image thing. If he was defeated, his lifestyle would change dramatically."

Crawford is already campaigning for the next election in two years' time, gunning for more paved sidewalks, better bus service, more industry, stable taxes. Mayor Brownlow isn't expected to run in 1985, and Crawford is aiming for the mayor's \$36,600 job. "I'll be taking a crack at it if Mayor Brownlow decides to step down," he says.

Crawford says he wants the top job so that he can help ensure that Nova Scotia's second-largest city isn't seen as just a bedroom community for Halifax. That shouldn't be hard. With Stormin' Norman in command, Dartmouth would be anything but sleepy.

—John Mason



# Growing pains at a saucy little daily

**T**he *Daily News*, Nova Scotia's little paper that could — and did — is at a crossroads. Again.

Almost nine years after the feisty little tabloid began publishing out of the basement of journalist David Bentley's Sackville home, the newspaper's incredible growth from small suburban weekly to substantial urban daily finally appears to have stalled, perhaps permanently, well short of its unspoken goal of unseating the comfortable Halifax *Chronicle-Herald* and *Mail-Star* as the city's most-read newspaper.

The success of the *News*' populist mix of murder, mayhem and monarchy did force the fusty *Herald* into improving its own crime and court coverage and gave it a competitive reason for publishing two new magazine-style supplements in the past 18 months. But the *Daily News* still hasn't been able to nudge its own circulation beyond a respectable but unspectacular 20,000 sales a day. (The *Mail-Star* sells 49,000.)

To complicate matters, Patrick and Joyce Sims, two of the four original owners, want to sell their substantial minority interest in the paper and have stopped playing any active role in its operations. Patrick had run the paper's circulation department; Joyce looked after advertising.

With the paper's fourth partner, general manager Diana Bentley (David's wife), now a full-time university student, David Bentley has to run the two-location, 100-employee operation's entire editorial, business, circulation and advertising departments by himself.

"With David, the paper has always been part obsession, part livelihood," says a friend. "Now it's all obsession."

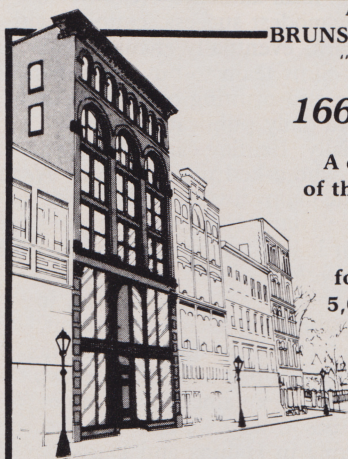
The *Daily News* wouldn't exist if it weren't for Bentley, a talented, hard-driving reporter who made the usual journalist's dream of owning a newspaper actually come true by creating the iconoclastic mix of scandal, crime and local boosterism that has been *The Daily News*' trademark from the beginning.

"I knew from experience people like to read about other people," Bentley has said of his newspaper's simple formula. "People get most of their ordinary news from TV and radio now, [so] a paper has to give them something different, something they feel is their own."

"He's a genius," says one admiring *Daily News* reporter. But another adds: "I find him very hard to figure out. In many ways, he has this typical small business outlook on the world — he's very much a free enterpriser — but he lets his reporters have their head because he's never really lost his own reporter's delight in being the bad boy, in going around upsetting everyone."

That, suggests the reporter, is really why the *Daily News* has refused to join the recently formed Atlantic Press Council and also why it ran its controversial report of Prince Charles and Princess Diana's Nova Scotia visit this summer. (The paper earned a rebuke from the palace for directly quoting Diana's seemingly innocuous comments during an off-the-record reception for reporters.)

The day before that story appeared, the reporter points out, the *Daily News* ran an interview with one of the Fleet Street reporters covering the tour and quoted him saying a member of the Royal Family drank bathtubs of gin. "But the quote was buried instead of



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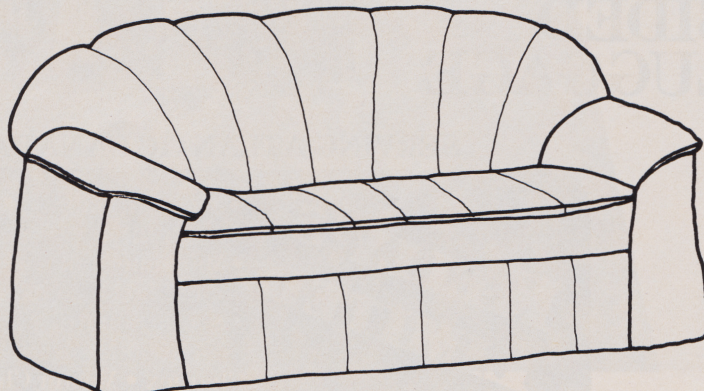
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in the lead. I think David was embarrassed by that, and he felt he had to show those British reporters what he really could do. He did."

British-born Bentley, 40, began his own journalistic apprenticeship after dropping out of high school at 17. He worked for a number of English regional weeklies and dailies before immigrating to Canada in the late 1960s as one of a number of British journalists recruited to work at the *Halifax Herald*.

After a short stint with the *Financial Post* in Toronto, Bentley returned to Halifax in 1970 and launched his own paper, *Fleur*, a weekly tabloid aimed at women and delivered free to city residents. It was a dismal failure that gobbled up Bentley's entire life savings.

He quickly returned to the security of the *Herald* after that misadventure — he was the paper's Port Hawkesbury reporter for four years during the height of the development boom at the Strait of Canso. But he never totally abandoned the idea of owning his own small weekly paper.

Eventually, he persuaded Patrick Sims, a boyhood chum then selling real estate in Australia, to move to Canada and become his business partner in a weekly newspaper venture in Halifax's rapidly growing suburbs. Initially, Bentley told one interviewer, Sims thought the idea was "dumb. We argued back and forth about it for

a few months, then we were sort of talking it over and then the next thing I knew, Pat wrote that his wife, Joyce, had relatives in Ontario and they would come give Canada a try."

The two couples bought a duplex in Sackville in 1975, put together \$5,000 in cash and began publishing *The Bedford-Sackville News* (popularly known at the time as "The B-S News") from their house in violation of local zoning regulations.

The paper's determined parochialism (when Gerald Regan was rumored to be considering running for Parliament in 1979, the newspaper's headline only identified him as a Bedford resident) earned it a small (6,000 to 9,000) but loyal local audience every week.

That modest success, coupled with hard work, eventually enabled the Bentley-Sims team to buy their own building and printing operation, then switch to daily publication in 1979.

Initially, Bentley carefully told anyone who asked that the *Daily News* was quite happy just being Bedford-Sackville's daily, thanks all the same, and that it had no intention of horning in on *Herald* turf.

In September, 1981, however, it began publishing a Halifax edition.

"We've been beating the *Halifax Herald* in Bedford-Sackville for two years," Sims explained at the time. "I see no reason why we can't do the same thing in Halifax and Dart-

mouth." Added Bentley: "We would have been happy just to succeed with a weekly paper for the Bedford-Sackville area, but once you've got the moon, you shoot for something else."

That something else has proved elusive. The paper has scored some notable journalistic successes, including winning awards for its coverage of the James Odo murder trial and a controversial apartment fire in Herring Cove. But even its supporters admit the paper's quality is still uneven. "One day, it'll have this good story, be raising issues and acting like a newspaper with guts," says a reporter, "then for the next two or three days it'll be running stories about the oldest cat in Halifax on the front page."

And the paper has stopped growing. To goose its circulation and improve the editorial product, the *News* could use an influx of cash. But that doesn't appear likely.

While industrialist R. B. Cameron did try to add the paper to his growing chain last year, the two sides couldn't strike a deal. And there have been few nibbles for the Simses' 45% share since then.

The next step for Nova Scotia's own little paper that could isn't yet clear. But it's already proven one point: Halifax always was a more interesting place than the *Halifax Herald* would have us believe.

—Stephen Kimber

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# CANADIAN FASHION

## *The Sweet Smell of Success*

Canadian fashion has come of age. After years of struggling to make their names known and their clothes worn, Canadian fashion designers are, at last, getting the recognition they crave.

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Canadian designer names are no longer only "home grown" fare. Some have reached "label" status, not only in Montreal, Halifax and Vancouver, but

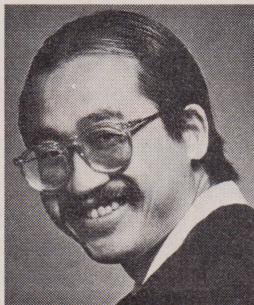
*The big coat from Alfred Sung; classic, clean but with the chic of bright red.*

CITYSTYLE



PROMOTIONAL SPECIAL

## CANADIAN FASHION



Sporty sophistication from Alfred Sung (above). Plaid blazer and black skirt, sparked with bright red gloves.

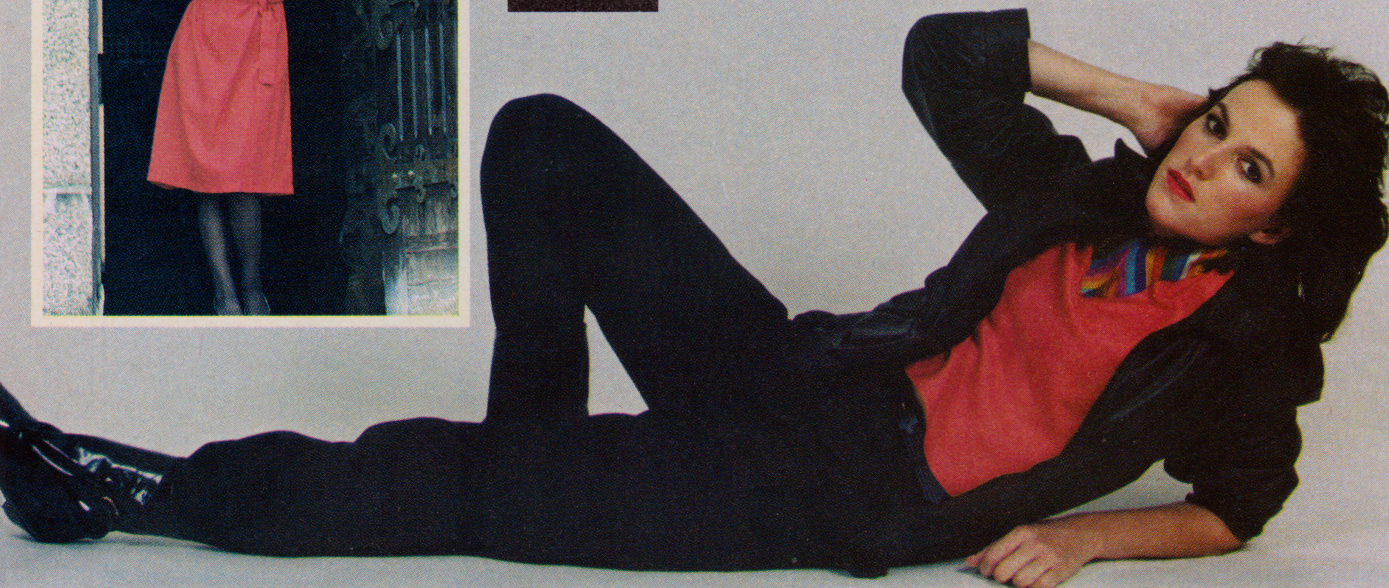
in New York and Chicago as well.

The reason? Good designs and even better marketing. The meteoric rise to fame in the U.S. of Canadian designer Alfred Sung this year testifies to the fact that our designers are ready for the big time. Now it's simply a matter of time.

What stands out in Fall '83 is the wearability of the clothes — the appeal is one of grown-up chic; chic with a sportswear influence that is based on a truly North American point of view. An overview of worldwide fashion trends point to two distinct directions. One is a sporty yet polished look that fits into the



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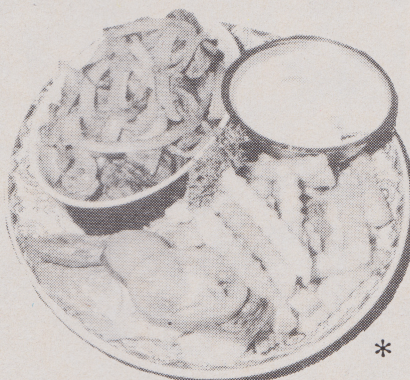
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## CANADIAN FASHION



The long story from Simon Chang: 100% wool crepe skirt with multi-tucking at hip; long sweater with drawstring waist in pseudo cashmere; topped off with big coat in solid mohair — reversible to striped cotton.

Canadian way of thinking perfectly; the other is the eccentric, experimental look epitomized by layers of free-flowing rags and tatters designed by Japanese creators like Issey Miyake and Comme des Garçons.

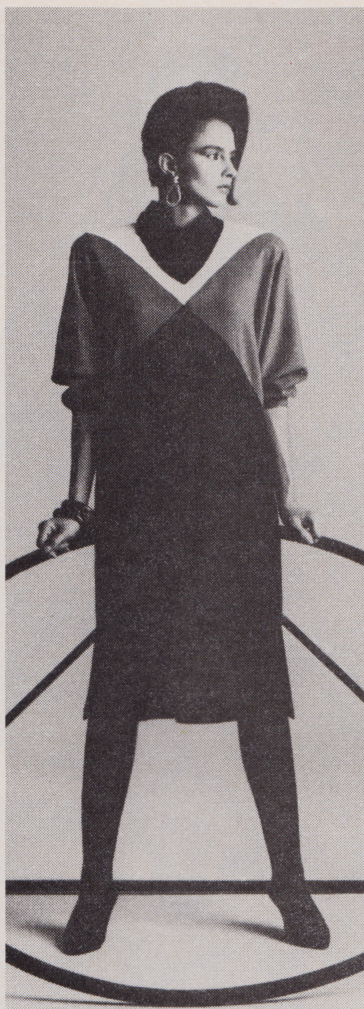
While one cannot discount the influence of the Japanese look, it is not one of worldwide appeal, or salability.

The direction most of the world loves, and is wearing, is that of sophisticated sportswear. This seemingly casual approach to design is deceptive, however. It's casual, yes; but carefully thought out and put together with a special chic that has universal appeal. It's slim yet layered. It's knits. It's body conscious without being tight. It's ideal for a modern lifestyle.

This sportswear orientation can be seen across the board; not only in Canadian and American collections but in European groupings as well. Witness Yves Saint Laurent's sophisticated sportswear — grey flannel pants, easy blazers and soft shirts — all sparked with YSL's special flair for accessories. In the U.S., one of the hottest collections for 1983 is Ralph Lauren's country lifestyle clothes, winning him rave reviews and big sales. And in Canada, the casual yet chic approach of classic designer Alfred Sung has caused him to be hailed "The New King of Fashion" by *Maclean's* magazine in a recent cover story.

Sung and other Canadian designers, like Simon Chang, Michel Robichaud, Marilyn Brooks and Pat McDonagh, base their collections on the woman who has little time for contrived "dress up" looks. The shapes are relaxed. This new narrowness is never tight; the cinched waist has all but disappeared. The





On the same wavelength. The black chemise, shot with color. Left, two versions from Debora Kuchme; right, Simon Chang.

striking difference is the over-all silhouette. A widening at the shoulder marks a major departure from past seasons but it's not exaggerated or over-padded. Detail, slight rounding or squaring off marks the shoulder line which then narrows down to a slim hemline.

Emerging from this narrow look is a looser silhouette as well. The chemise dress, wide tent-like coats, easy-fitting pants all point the way to a more casual look.

Hemlines have taken a casual approach to fashion as well — they just don't matter any more. It's the proportion that counts. Whatever suits the styling and the wearer is correct. Suits seem to be staying around the knee but the new fuller skirts usually drop to mid-calf and more, especially when worn with waist-cropped sweaters and jackets. The rule of thumb — short on top, longer in the skirt and vice versa.

The big exception is evening wear. Here, short is best and the shorter, the better. The little black cocktail dress is back and it's showing off color-keyed legs like never before.

That's not to say that long is "out." Elegant evening wear that is truly unique knows no season and no rules. Wayne Clark, Canada's master when it comes to glamor dressing, has opted for the long look for 1983, and his Aztec-inspired looks signal a panache that hasn't been seen in years. Ditto, Pat McDonagh with her sinuous slinks of pleated silver for evening.

This year, along with the classic approach to styling, color is downplayed. It's almost sombre, with black and grey vying for Number One spot. The dull colorings, however, are sparked with brights via detail and accessories. Take Debora Kuchme's day dresses sporting a wedge of bright color cutting through a solid black chemise or Alfred Sung's fire engine red or cobalt blue gloves paired with classic beige suits.

The real test of a truly fashionable season is its knits, and 1983 is THE year of the sweater. From little pull-overs under long cardigans to cosy knit coats and diamond-studded knit evening sweaters, knits are important to every collection on both sides of the Atlantic. Twin sets, man-style car-

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## CANADIAN FASHION



Michel Robichaud's classic suits complete with matching capes.

digans, crewneck shorties in every combination of knit and purl add to the sporty feeling of 1983. The best "blouse" one can own for Fall is knit — as well as the best coat.

While the sporty influence could well signal the death knell for accessories and jewelry, the opposite has happened. The designers see jewelry

as the way to add elegance to what could otherwise become a sloppy look. Oversize earrings, lots of necklaces and beads and rows of bangles are the way to dress up your look, say the designers. And color adds whimsy when seen on legs, or on hands, or on heads. Pantyhose, gloves and hats add that special touch.



All-out glamor from Wayne Clark.



Cover-up from Marilyn Brooks . . . the fall cape in double in faced wool.

## What's in a name?

**M**ore and more, it seems. Designer labels on clothes sell, and sell well.

The rapid rise of Alfred Sung to star status here and in the U.S. (four short years ago, he was a boutique owner/designer) truly testifies to the fact that marketing a designer name as a status label is the way to go.

One of the first Canadian designers to market his name, Montrealer

Michel Robichaud, now has his signature on everything from ladies' pantyhose to men's shirts to bathing suits.

Alfred Sung of the Toronto-based Monaco Group had the marketing chutzpah of brothers Joseph and Saul Mimran behind him when he launched his collection in New York last year, and 1983 sales are projected to hit the \$30-million mark.

Following suit now is Montreal's Simon Chang, recently in business for

himself and already signing hats and belts as well as his own ready-to-wear.

Status obviously sells, in Halifax as well as New York and Toronto. These and other Canadian designers are well represented in the Metro area.

For more information on where to contact the featured Canadian designers, please write: *Atlantic Insight*, 1656 Barrington St., Halifax, Nova Scotia B3J 2A2  
Attention: Jack Daley, Publisher.

**CITYSTYLE**



# The running doctor heads for L.A.

*Bill Stanish, the man in charge of keeping Canada's Olympic team in top shape, is an old hand at sports — and international athletic events*

Bill Stanish loves sports, but he won't see many athletic events when he goes to Los Angeles next July for the Olympic Games. He'll be too busy in the medical clinic, trying to keep Canada's 350-member Olympic team in top shape. In fact, as chief medical officer for the Canadian team, he's responsible for the health care of the entire 600-member delegation. Does it sound like a glamorous job? Stanish says it isn't. "You might think it's great to do massages on a team of 14 to 16 athletes," he says, "but it's exhausting."

Stanish, a fit, youthful 39-year-old, is a busy Halifax orthopedic surgeon and director of the Nova Scotia Sport Medicine Clinic. He got his Olympics job in the spring. The Sport Medicine Council of Canada had received hundreds of applications for the position but forwarded only his name to the Canadian Olympic Committee.

Stanish is an old hand at international athletic contests. He served as a medical officer at the 1976 Montreal Olympics and at the 1979 Pan-American Games in Puerto Rico. As team physician for the Canadian water polo team, he travelled to Romania, Bulgaria and Ecuador. And he's consultant to the national boxing and gymnastics teams.

He and the other members of the Olympic medical team

— about 14 doctors, nurses and physiotherapists — receive no salary. Instead, they get what he calls "a small stipend" (he won't say how much). The payoff at events such as this, he says, is supposed to be "the lustre of working with world-class athletes and a world-class organization." For him, at least, that lustre is wearing off. He's happy seeing patients and doing research at the sport medicine clinic and running his own practice. And, of course, taking part in a few sporting events of his own.

His office and home are in a fine, old South End building on Robie Street, a few blocks from the sport medicine clinic. In the waiting room, among the medical journals, are books on squash, tennis and golf and copies of the magazine *Canadian Runner*. Stanish is an enthusiastic runner — six miles a day during the week, 10 to 12 on Sundays — and he also plays golf, squash and hockey. He once considered a professional career in hockey; he was twice named athlete of the year at Dalhousie University, and he served as captain of the varsity hockey and football team.

Stanish returned to Halifax eight years ago with his wife, Carol, and their two daughters, Heidi, 12, and Gretel, 13, after studying in Boston and setting up orthopedic training facilities at the University of the West Indies in Kingston, Jamaica. In Boston, he first saw a sport medicine clinic in action — a treatment centre for sport-related injuries — and decided to start something similar in Halifax. "It was natural to have something happen where I was," he says.

Over the years, the clinic has grown from a small facility in a Halifax hospital to a nationally recognized clinic with a physiotherapy department and a fitness and treatment centre, a staff of 15 and a full-time research team. The clinic gets requests from all over the world for its research papers. Medical staff see about 100 patients a day — everyone from the Sunday jogger to the elite athlete.

When Stanish was in medical school, he says, the

level of knowledge in sport medicine was "very primitive." Even today, many doctors are uncomfortable with sports injuries. Many would rather attend a seminar on, say, cardiology than on sport medicine. But that's beginning to change. "The public is saying, 'We want this kind of care,'" Stanish says.

And countries such as Canada have made great strides in the sport medicine field, he says. Many of Canada's national teams for the Olympics train together, often at universities with sport medicine facilities. The idea that these facilities are an integral part of athletic training is still "very novel," he says, but obviously gaining acceptance. People now are seeing sport medicine as an important investment.

At Los Angeles, Canadians will see whether it's a sound investment.

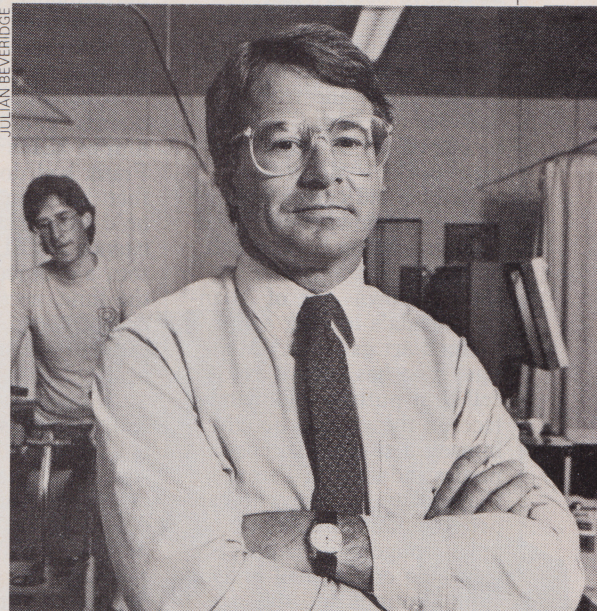
Canada's well-equipped clinic (Stanish expects it will cost hundreds of thousands of dollars just to transport medical equipment to Los Angeles) will probably attract observers from other delegations, as well as Canadian athletes seeking help for medical problems. During the Olympics — the Games

take place for 17 days, although Stanish will be in Los Angeles about a month — he'll start his day early, meeting other Canadian officials to discuss problems or potential problems — perhaps the volleyball team has come down with diarrhoea, for example, or the delegation is worried about the city's "scandalously high" pollution levels. Afterward, Stanish will meet his medical team over breakfast to plan the day. "We have to make sure that the high-injury-risk teams are well covered," he says.

Los Angeles may pose

some unusual problems. It's one of the most polluted cities in the United States, and in July, the month of the Games, air pollution may be at its worst. It's hard to predict what effect this will have on athletes, but Stanish is concerned about it, especially in the case of the most susceptible group, the long-distance runners. "It's my ambition to have a chest physician on my team," he says.

He's also worried about crime and the possibility of team members getting injured on the streets. And there's the nasty question of drugs. The position of the Olympics on such drugs as anabolic steroids and energizers is clear (they're outlawed), but organizers also are questioning the use of substances such as caffeine. As Canada's chief medical officer, Stanish will have some



Stanish once considered a hockey career

say on all these issues. "I can pass comments on subjects from caffeine to environmental conditions," he says.

His main function, though, will be to direct the clinic that he expects will become a bit like a drop-in centre for athletes on the Canadian team. "A lot of them are under a great deal of stress," he observes. As a sometime-competitive athlete, Stanish understands that kind of pressure. So he'll be able to empathize with the Canadian delegation — even if he never gets to see them perform. — Roma Senn



# Return of the man who stole Michelin

*Bob Manuge once lured the tire company away from Quebec to N.S. Now he's back in La Belle Province, flogging powder and paint*

By Harry Bruce

**R**obert Manuge, once Nova Scotia's fast-talking, high-flying globe-trotting industrial super-salesman, has recently talked, flown and trotted his way out of Halifax, where he's lived for 21 years, and right back to Montreal, where his old career began and where now, at 62, he is plunging like a hustler half his age into a new one. (Manuge owns one of Atlantic Canada's leading commercial art galleries.) Manuge, who has always excelled at putting a glowing face on things, has bought himself a substantial cosmetics industry in Pointe Claire, Que. Those who care deeply about lipstick, lip gloss, rouge, eyeshadow, cleansing cream, nail polish, suntan lotions and the brushes and pencils women also use to improve what Nature has bequeathed them, will recognize the name of the outfit he's bought. It's Audrey Morris Cosmetics Ltd.

Manuge is a classic "driven man." The 14th of 15 children of a sometimes impoverished lumber dealer in Cumberland County, N.S., he loathed his childhood and, as soon as he'd kicked the manure off his feet, began to move up in the transportation business, first with CNR in Amherst and Halifax, next with Air Canada's freight operations in Montreal. He



PHOTOS BY DON ROBINSON

After eight years as an art gallery owner, Manuge is switching to a career in cosmetics

then joined Hussman Refrigeration Co. Ltd., also in Montreal, which sold coolers to supermarkets. His performance with Hussman so impressed supermarket tycoon Frank Sobey in 1961 that Sobey, president of the provincial corporation Industrial Estates Ltd., hired him as IEL's manager. "If Frank had done nothing else than bring in Bob Manuge he'd have justified his existence at IEL," E.A. Manson, a cabinet minister at the time, recalled two decades later. "Manuge was the best salesman I ever heard."

He had the bland features and slicked-back hair of a Grade B movie star, but there was nothing bland about his manner. No politician was better at pressing the flesh. His elaborate courtesy camouflaged a zeal to make you see things exactly as he wanted you to see them. He was effective in private, effective in public, and as he lured industry after industry to Nova Scotia, the press raved about him. As early as 1964, the *Halifax Chronicle-Herald* gushed, "If the Ajax Walnut Company of the Falkland Islands wanted him personally to discuss a new industry for Nova Scotia on Christmas Eve, he would probably be there!... He is probably thinking about machine tools when he brushes his teeth and wallpaper factories when he is munching corn flakes

.... he goes and goes." Sobey liked him because he was a self-starting work addict and "knew how to handle himself with heads of companies."

Manuge's most sensational IEL coup was persuading Michelin Tire of France to establish its North American beachhead in Nova Scotia in 1969. No less a figure than President Charles De Gaulle wanted Michelin to build plants in Quebec, but it was the suave, glad-handing Manuge who prevailed. He appreciates the flattering ironies in his life, and happily offers, "Isn't it fascinating that I, the man who stole Michelin from Quebec, am now returning to La Belle Province? Some people, I assure you, find that very interesting indeed .... I spent the first decade of my business career in transportation, the second decade in food, the third in industrial promotion, the fourth in art, and now I'm entering the fifth decade in cosmetics. Who'd have ever guessed I'd do that?" And who'd have ever guessed how he'd come to hear about Audrey Morris Cosmetics?

Just last spring, his daughter, Marianne, 23, was flying home from the Bahamas, where the Manuges own a cottage, and struck up a conversation with her seatmate during the hop to Fort Lauderdale, Fla. He happened to be

Wayne Morris and, along with his mother, Audrey, owned Audrey Morris Cosmetics. There's also an Audrey Morris Cosmetics International, based in Fort Lauderdale, but what young Marianne gathered from youngish Wayne was that it was the Canadian operation that might be up for sale. She told her father, and by June he'd not only already corralled other investors but was also whipping up to Montreal for dickering sessions with mother and son. The deal closed in mid-September. The price? Manuge won't say. Nor will he disclose the firm's current volume of sales, except to allow, "It's in the millions."

To Manuge, there's another satisfying irony in all this. One legend about him during his glory days at IEL was that he got industries to settle in Nova Scotia by hooking big businessmen in the first-class sections of jet aircraft. Now, his daughter finds him an industry by talking with a businessman in a jet aircraft. "Like father, like daughter, eh?" he says. So he put her on the board of the cosmetics firm. "I felt that was the only tribute I could pay her at the moment." Manuge is the new president and chief executive officer of the outfit, but Audrey Morris remains as chairman of the board, and Wayne Morris is still a vice-president. Manuge's wife, Elizabeth, is the new



secretary-treasurer.

The board's other fresh faces, presumably cosmetics-free, are those of Donald Sobey, son of Frank; David Hennigar, Halifax stockbroker and nephew of Hantsport industrialist John Jodrey; and Lord David Garnock, the British carpet magnate whose role in the establishment of the Crossley Karastan carpet mill in Truro was part of an IEL triumph during the Sobey-Manuge era. Sobey-Jodrey investment co-operation is a familiar story in Nova Scotia, but it's Manuge who'll run the cosmetics company. It's his management ability and promotional flair that Garnock, the Sobey and Hennigar are betting on. They've got 49% of Audrey Morris Cosmetics Ltd. He's got the controlling 51%.

"I really have to perform now, don't I?" he says. Nothing in his manner suggests it has ever crossed his mind there's even the remotest chance he'll fail to perform. "They [the Morrises] wanted to bring in promotional, financial and administrative expertise," he continues. "They'd not had much success with their corporate image, and they wanted someone to take them into the big time. Do you object to that phrase? The big time? In any event, that's where I fit in." He'll also fit in on the board of Audrey Morris Cosmetics International in Fort Lauderdale, and incidentally that'll give him a business reason for regularly getting close to the pleasure of the house in the Bahamas.

Audrey Morris herself is as legendary a figure in the Canadian beauty biz as Manuge once was in the industrial-promotion biz. She parlayed a career as a model into a career as the proprietor of a modelling agency and school, into a career as a manufacturer, developer and distributor of her own line of cosmetics and skin treatments. By 1980, you could buy stuff bearing the Audrey Morris label at more than 500 outlets in Canada, and also at shops in the United States, Hong Kong and

Australia. She was eyeing markets in Europe, the Caribbean and South America. In Quebec, she'd opened a string of boutiques where women could get facials, makeup lessons and eyebrow-shapings, and could also have their ears pierced, and their lips, chins and legs waxed. *Cosmetics* magazine (not entirely unbiased, it's true) called her "a creative dynamo" who has been "synonymous with beauty and elegance for over 30 years and ... has built a cosmetics empire that is truly a Canadian success story."

*Cosmetics* also said she'd been working 12-hour days, seven days a week, "for just about as long as anyone can remember." If that's true, she and Manuge will understand one another. At IEL, his working day normally started around sun-up and, if he's going to do for Audrey Morris Cosmetics what he hopes to do, he'll once again be on the job before most people's alarm clocks have rung. For, impressive though the firm may be, it is still a minnow among whales. The cosmetics industry is ferociously competitive, and dominated by such giants as Revlon, Estée Lauder, and direct-selling empires such as Avon Products and Mary Kay Cosmetics. Manuge's challenge is to muscle in on the biggies. "The business has fantastic potential," he says. "This is a \$3-billion industry. ... We hope to blaze our trail through an expansion of our boutiques."

Meanwhile, what happens to Manuge Galleries Ltd., which snuggles so conveniently against the Halifax Club in an 18th-century building on Hollis Street? An art collector ever since his youth in Montreal, Manuge opened the shop eight years ago, but thanks to the 1981 budget of former Finance minister Allan MacEachen, business suddenly plummeted. The feds' rapacity for tax revenue had inspired MacEachen to cancel certain tax deductions for Canadian art that

businesses bought. Sales at Manuge Galleries dropped 60%. Manuge did two things: He lobbied furiously to have the deductions restored, and began to look around for another business to run. With respect to his lobbying, Arnold Edinborough wrote in the *Financial Post*, "Bob Manuge is a trim, elegant, silver-haired, 60-ish man-about-the-Maritimes. But beneath his three-piece, buttoned-down suavity there is a tough, fighting entrepreneurial spirit."

Manuge wasn't the only art dealer who raged over the MacEachen budget, but he was the most effective. Last May, Marc Lalonde, MacEachen's successor as Finance minister, not only restored the deductions and clarified the rules governing them but also wrote to Manuge to acknowledge that "your representations have been instrumental in the development of the rules so passed." (Manuge incidentally, is decidedly not a

Liberal.) Sales at Manuge Galleries immediately bounced back, and he hired Sherrill Harrison, a capable and personable woman with a background in the magazine industry, to run the shop. Meanwhile, his daughter had tipped him off about the cosmetics opportunity. He therefore has his thriving old business, and his exciting new business. The summer was among the most gratifying of his life and in mid-September when he was already spending three days a week at Audrey Morris Cosmetics, he was the quintessence of peppiness.

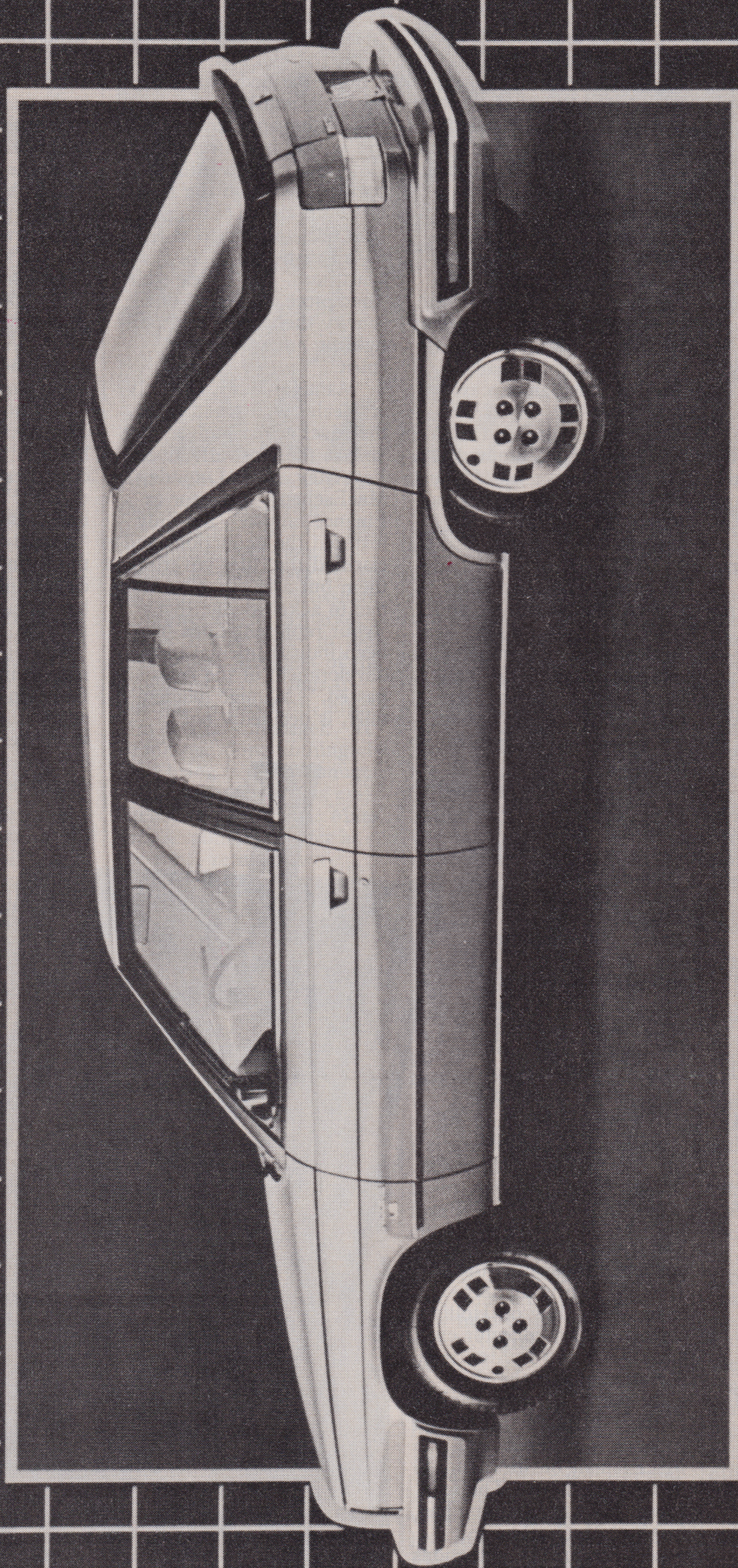
"Who knows?" he chortled. "With all those beautiful gals around me in the cosmetics industry, I may live to be 90." Writer Stephen Kimber has described him as having "stylishly long grey hair and the distinguished face of an ancient Roman senator"; and a bar-room wag, upon hearing of Manuge's new venture, said, "He'll probably model the cosmetics himself." The thing is, if Bob Manuge thought for one second that wearing makeup would help sell Audrey Morris Cosmetics, he'd ask Audrey Morris herself to apply it. **C**



Manuge has been an art collector since his youth



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